



PR/109050 | Mar Com Specialist Bangalore

募集職種

人材紹介会社

ジェイエシーリクルートメントインド

求人ID

1521435

業種

電力・ガス・水道

雇用形態

正社員

勤務地

インド

給与

経験考慮の上、応相談

更新日

2025年02月11日 10:22

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ビジネス会話レベル

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

Job Title: Mar Com Specialist

Location: Murata, Bangalore, India

Department: Marketing

Reports To: Marketing Team Manager

Experience Require: 5-10 Years

Key Responsibilities:

- Develop and execute comprehensive lead generation campaigns, from strategy creation to performance analysis.
- Organize and manage marketing events such as exhibitions and webinars to attract and engage prospective customers.
- Collaborate closely with the sales team to ensure alignment on goals and strategies, focusing on profitability rather than just the number of leads.
- Coordinate with Points of Contact (PIC) in our headquarters in Japan and regional headquarters in Singapore to ensure cohesive marketing efforts.
- Build and lead a new marketing team in our Bangalore office, fostering a collaborative and innovative work environment.
- Analyze campaign performance data to optimize future marketing strategies and improve lead quality.
- Issue content via 3rd party channels by creating a comprehensive 3rd party channel plan, detailing the types of

channels to use and the content to convey.

- Communicate with 3rd party channel vendors such as magazines, websites, social media platforms, and advertising agencies.
- Organize information from sales and engineers to effectively convey information through various marketing channels.
- Adapt new technology to campaigns by identifying cutting-edge marketing technologies, such as AI, through research and interviews.
- Create a plan to integrate new technologies into our campaigns and evaluate their performance and ROI.

Qualifications:

Experience required: 5-10 years in a relevant field.

Educational Qualification: Graduate and/or Postgraduate. A degree in Mass Communication (Mascomm) will be an added advantage.

- Proven experience in B2B marketing and lead generation.
- Strong project management skills with the ability to handle multiple campaigns simultaneously.

- Excellent communication and interpersonal skills.
- Ability to work collaboratively with sales teams and international colleagues.
- Creative thinker with the ability to develop innovative marketing strategies.
- Familiarity with the electronic component industry is a plus.

会社説明